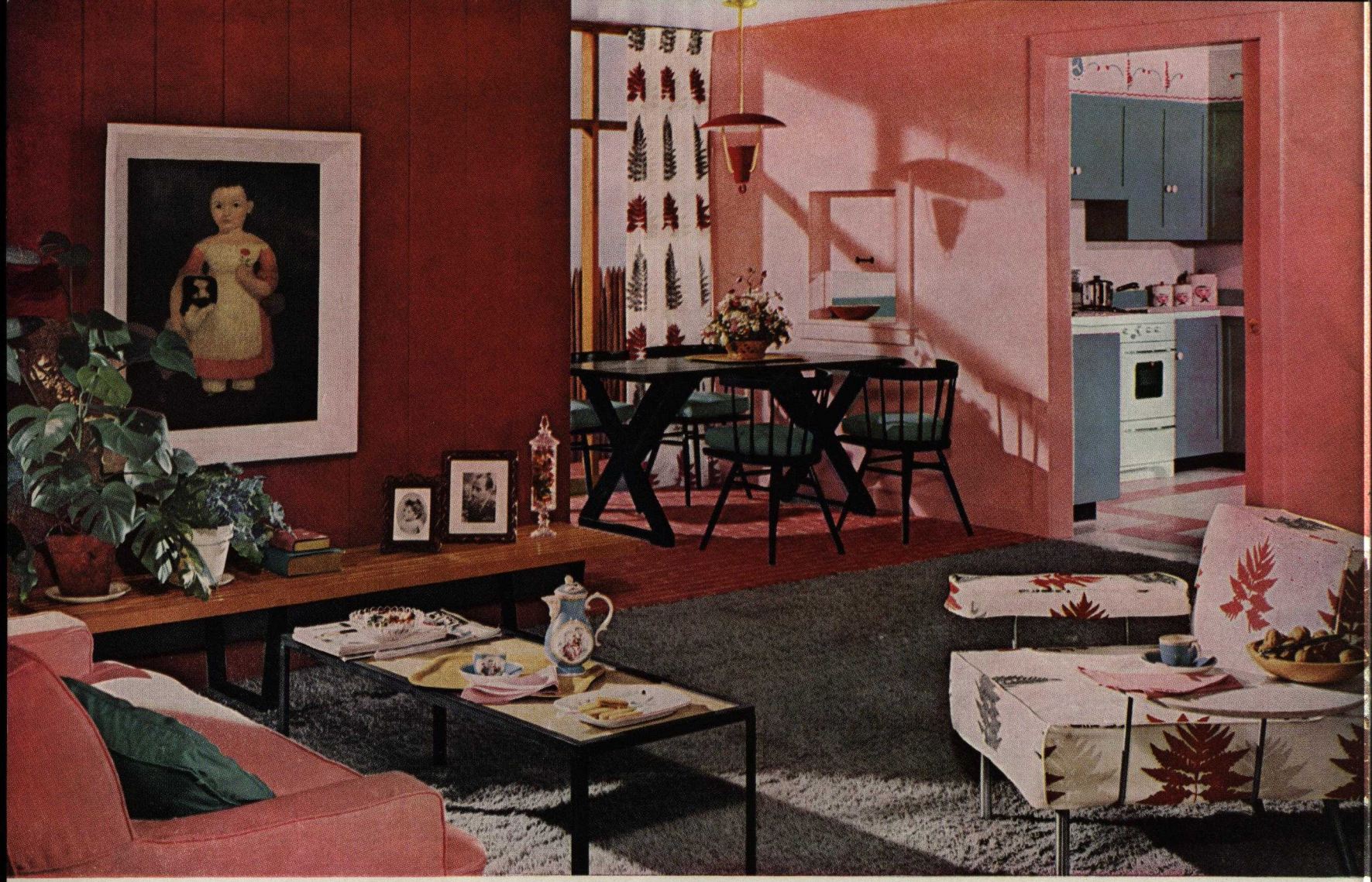
Color for gracious living

DUPONT

REG. U. S. PAT. OFF.

PAINTS



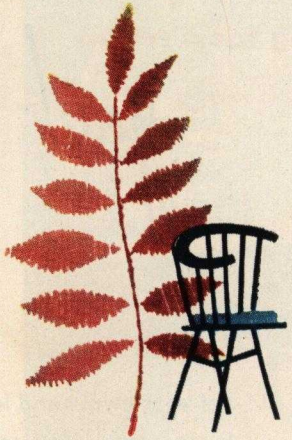
1. **walls and woodwork:** DUCO Semi-Gloss Enamel—Lafayette Red, Desert Rose and Driftwood Gray; **furniture:** DUCO Gloss Enamel—Black; **kitchen cabinets:** DUCO Gloss Enamel—French Blue.

TCAT
1955
E. I. du Pont
ocm52508662 5/1/13

COPYRIGHT 1955 E. I. DU PONT DE NEMOURS & CO. (INC.), WILMINGTON, DEL

15
61627

Color for gracious living



Who can put into words the quiet charm, the lilting gaiety, the subtle graciousness of color? And how describe the loveliness of a home where color has been made a full partner? For color can do so many magic things . . . it can make cold rooms warm and inviting; it can bring too-high ceilings down to livable height; it can be in all truth a magic key to gracious living.

So enough of words! Instead, let's turn the pages of this book and see how simply and easily color, used with taste and discrimination, can make any home "a thing of beauty and a joy forever!"

2. DUCO Semi-Gloss Enamel—Moss Green, Wintergreen; DUCO Gloss Enamel—White, Hunter Green.

3. DUCO Semi-Gloss Enamel—Yorktown Blue; Color Conditioning Semi-Gloss—Light Blue; DUCO Gloss Enamel—Primrose Yellow, Walnut Brown, White.

let your living room reflect *you!*

Set your own mood in your living room! You can, by using color judiciously on walls and woodwork, in furniture and drapes. Soft pastel tints, for instance, can make it homey and restful. Or perhaps you're the more dramatic type and prefer a gay, vivid room . . . then the deep-tone decorator colors are the ones for you. But whatever the mood, it can be yours with color!

4. **walls and ceiling:** FLOW KOTE—Aspen Green and White; **woodwork:** DUCO Semi-Gloss Enamel—Aspen Green, Harmony Pink and White.

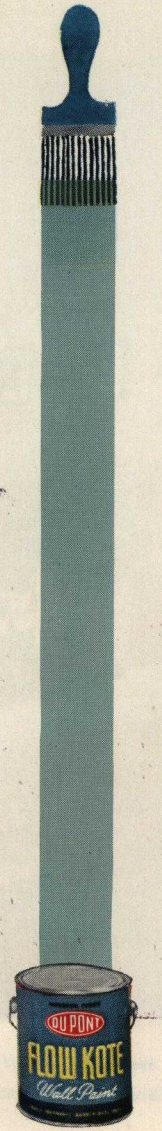
5. walls and ceiling: Du Pont Color Conditioning Flat—Light Gray, Ivory, and Guards Gray; **woodwork:** DUCO Gloss Enamel—Shell Pink and Black.

"FLOW KOTE"

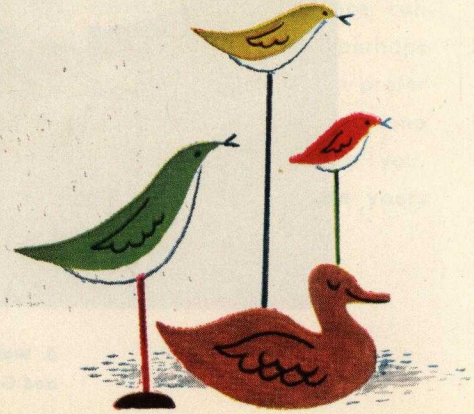
makes

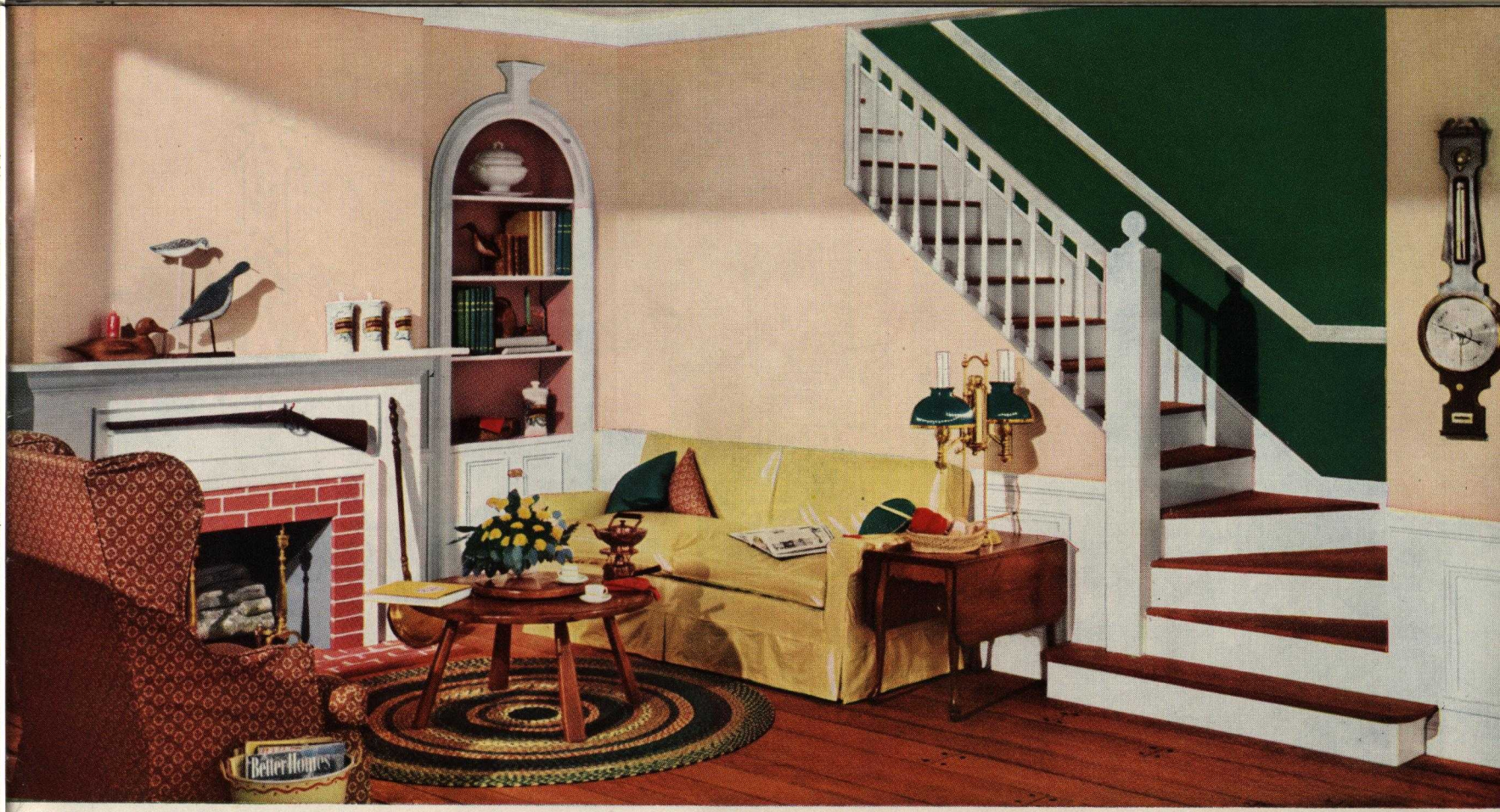
wall painting

easier!



It's so easy to bring gay color to your living room with Du Pont "Flow Kote" Rubber-Base Wall Paint. Now you can paint the walls of an average room in just half a day! That's because "Flow Kote" goes on so fast and easy with either brush or roller . . . covers plaster, wallboard or wallpaper solidly . . . leaves no laps or streaks . . . dries quickly. Finger marks and smudges wipe off easily, because it's super-scrubbable! And there's no unpleasant odor to annoy you while you're painting. If you'd like to match your wall color on your woodwork, you can—with "Duco" Semi-Gloss Enamel.

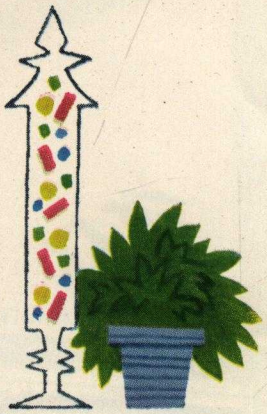




Pick the colors that please you! The ones you like best . . . the ones that are easy for you to live with . . . these are the colors you should choose. You'll find a wide choice of appealing colors in "Duco" Semi-Gloss or "Flow Kote" for walls . . . "Duco" Gloss or Semi-Gloss for woodwork.

6. **walls:** FLOW KOTE — Berkeley Green and Mission Ivory; or Americana Flat—Lexington Green and Color Conditioning Flat — Ivory; **ceiling:** White; **woodwork:** DUCO Gloss Enamel—White and Shell Pink; **floor and steps:** Du Pont Penetrating Wood Finish or DULUX Interior Varnish.

7. **walls:** FLOW KOTE — White, Aspen Green, and Mocha Tan; **furniture:** DUCO Gloss Enamel—Black; **woodwork:** DUCO Gloss Enamel — White or DULUX Super-white Enamel Gloss.



so easy to have . . .

so lovely to live with!

In addition to the "Flow Kote" and "Duco" colors shown here, your Du Pont Paint Dealer has other stunning shades in Du Pont Color Conditioning paints. Available to you in Flat, Semi-Gloss, and Gloss, these alkyd-base odorless* finishes give you a still broader choice of "colors to live with."

* See Page 32

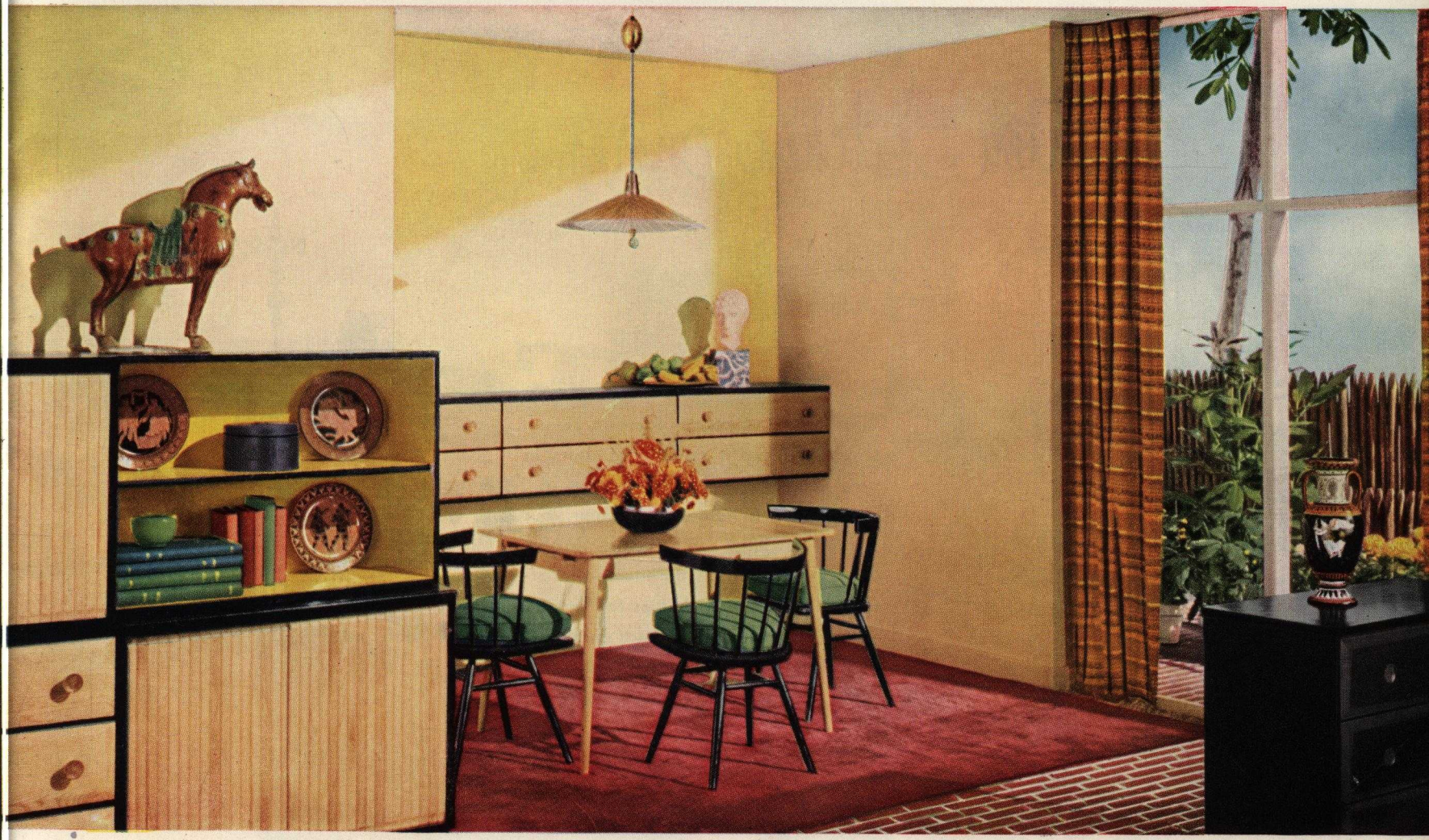
8. **walls and woodwork:** DUCO Semi-Gloss Enamel—Yorktown Blue, Candlelight Ivory; DUCO Gloss Enamel—Primrose Yellow.

9. **walls:** Americana Flat—Lexington Green; and DULUX Super-white Enamel—Eggshell Sheen; **buffet:** DUCO Gloss Enamel—Jade Green.

for formal or informal dining . . .

color is a welcome guest

In the most formal of dining rooms, or the most informal of dining areas, color can make even the tastiest menu look better . . . taste better. Try it and see! It's so easy to do, too, with the many fine Du Pont paints that are especially made to make painting quick and simple.

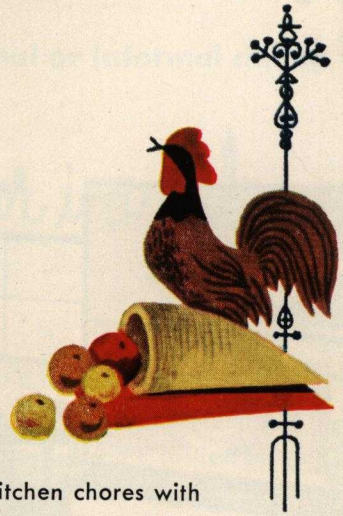


10. **walls and woodwork:** Color Conditioning Flat and Semi-Gloss—Sunlight; **furniture:** Du Pont Penetrating Wood Finish and DULUX Interior Varnish, trimmed with DUCO Gloss Enamel—Black.

lighten kitchen chores with color

11. DUCO Gloss Enamel—White, Powder Blue, Admiralty Blue, Shell Pink.

12. DUCO Gloss Enamel—Hunter Green, Chinese Red, Primrose Yellow; DUCO Semi-Gloss Enamel—Wintergreen.



You see so much of your kitchen—why not make it the gayest room in your home? Every day is brighter . . . every chore is lighter . . . when your kitchen is filled with color. Walls, woodwork, cabinets, furniture—all offer you endless possibilities to "lighten kitchen chores with color!" Think, too, how much easier it is to keep it clean and sparkling when everything is freshly painted.

13. **walls, woodwork, kitchen cabinets:** DUCO Gloss Enamel— Chinese Red, Cream, and Walnut Brown.

14. walls and woodwork: DUCO Semi-Gloss Enamel—Desert Rose, Candlelight Ivory; **kitchen cabinets and furniture:** DUCO Semi-Gloss Enamel—Candlelight Ivory; DUCO Gloss Enamel—White, Hunter Green, Primrose Yellow; **floor:** Du Pont Porch and Floor Enamel—Black.

15. **walls:** DUCO Semi-Gloss Enamel — Driftwood Gray; **kitchen cabinets:** DUCO Gloss Enamel—White, Shell Pink.

16. **walls:** DUCO Gloss Enamel—Crocus Yellow, Walnut Brown; **kitchen cabinets and furniture:** DUCO Gloss Enamel—Jade Green and intermix, 1 part Chinese Red, 3 parts Primrose Yellow.

17. **walls:** DUCO Semi-Gloss Enamel—Cherokee Red; **kitchen cabinets:** DUCO Gloss Enamel—White and Bermuda Blue; **furniture:** DUCO Gloss Enamel—White, Admiralty Blue.

make kitchens *cheerful and gay* with "DUCO" enamel

it's odorless!

Here's "One Coat Magic" for walls, woodwork, furniture! Use the velvety "Duco" Semi-Gloss for walls . . . the sparkling Gloss for woodwork and furniture . . . both are so easy to use. Dry to a hard, tough finish that's as easy to clean as a china dish . . . stay lustrous and beautiful for years. White, and a wide range of lovely colors. And — of particular importance in areas where food is prepared — "Duco" is odorless* during application!

18. walls: DUCO Semi-Gloss Enamel —Harmony Pink, DUCO Gloss Enamel —Hunter Green; **cabinets:** DUCO Gloss Enamel — Pearl Gray, Chinese Red.

* See Page 32

19. **walls and ceiling:** DUCO Semi-Gloss Enamel—White, Jonquil Yellow, Driftwood Gray; **cabinet:** DUCO Gloss Enamel—French Blue.

20. **walls:** DUCO Gloss Enamel—White, Nassau Green; **cabinets:** DUCO Gloss Enamel—Maize Tan, Walnut Brown.

"DUCO" enamel is One Coat

Magic

for your bathroom, too

Splashed water . . . steam from the bath . . . dirty little hands . . . "Duco" laughs at them all! And you can make a small bathroom seem larger — a warm room seem cooler or a cold room feel warmer — with the magic of "Duco" colors. Economical, too . . . such a little goes such a long way!

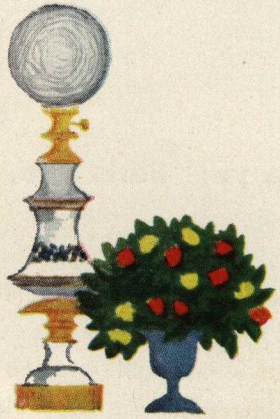
Colorful Bedrooms

so easy to have

with "FLOW KOTE"

21. FLOW KOTE—Berkeley Green, Mission Ivory; DUCO Semi-Gloss Enamel — Beige.

22. FLOW KOTE—Persian Red, Harmony Pink, White; DUCO Semi-Gloss Enamel — White.



No need to put off any longer that "new" bedroom you've been promising yourself! You can have it in a jiffy with "Flow Kote" Rubber-Base Wall Paint. Goes on so easily with brush or roller, over plaster or wall-paper. No annoying odor. Dries so quickly you can paint your room this morning — sleep in it tonight. And the lovely colors you can have in "Flow Kote" are truly "colors to dream by."

23. **walls and ceiling:** FLOW KOTE—Bellflower Blue, Harmony Pink, Mission Ivory; **woodwork:** DUCO Semi-Gloss Enamel—Mocha Tan.

24. **walls:** FLOW KOTE—Aspen Green, Harmony Pink; **woodwork:** DUCO Gloss Enamel—White.

for the bedroom of your *Dreams*

Color can help make your bedroom exactly what you want it to be — sleeping room, sitting room, or a quiet retreat. Here, of all the rooms in your home, you should use color to create just the effect you like.

25. **walls and ceiling:** Color Conditioning Flat—Blue Haze and White; **woodwork and furniture:** DUCO Gloss Enamel—White and Admiralty Blue.

Changes you never dreamed possible

Changes you never dreamed possible can be made by the magic of color. Small rooms seem larger; subdued rooms perk up and live; cold rooms become warm and inviting.

26. walls and ceiling: FLOW KOTE—Chocolate, Persian Red, and Mission Ivory; **woodwork:** DUCO Gloss Enamel — White; **furniture:** 1 part DUCO Gloss Enamel—Chinese Red, 1 part DUCO Gloss Enamel—White.

wonderful magic of *color*

Du Pont Paints give you this magic of color, in odorless* finishes of highest quality . . . your assurance that the beauty you brush on today will stay fresh and lovely for years

27. **walls:** Color Conditioning Flat — Aqua Green and Americana Flat—Lexington Green; **trim:** DUCO Semi-Gloss Enamel—Cherokee Red.

* See Page 32

patios, porches glisten with

"Tough to scuff"

porch and floor enamel

Ever despair of keeping those rough-used porch floors looking their best? Here's your answer — Du Pont Porch and Floor Enamel. Just what the doctor ordered for any wood floors, indoors or out. Hard, tough, durable, it's built to take it!

28. This gleaming porch is painted with Du Pont Porch and Floor Enamel—Maroon. Other Du Pont paints used here are: **on furniture:** DUCO Gloss Enamel—French Blue, Admiralty Blue, Shell Pink, White; **on house:** "40" Outside White, Exterior House Paint Scotch Gray, DULUX Trim and Shutter Blue.

29. This gay furniture is protected with DUCO Gloss Enamel—Chinese Red, Bermuda Blue, and Shell Pink. Other Du Pont paints used here are: **on house:** "40" Outside White and DULUX Trim and Shutter Dark Green; **on floors:** Porch and Floor Enamel Dark Green.

porch and lawn furniture

Stays Bright for years with

"DUCO" gloss enamel

You can keep your porch and other outdoor furniture "garden fresh," in spite of sunlight, sudden showers, and months of hard use: just give it a coat or two of "Duco" Gloss enamel. In brilliant white or sparkling colors, "Duco" can add a gay welcome to your summertime entertaining. And there's no pungent paint odor while you're doing the job, even though you paint indoors some rainy day.

for the traditional **Classic Beauty**

of a white house

. . . you'll want the famous Du Pont "40" Outside White. Starts white—and best of all, stays white, long after ordinary paints have become dull and dirty. That's because "40" is self-cleaning . . . under normal exposure to rain, the accumulated dirt washes off, leaving a clean white surface. It goes on so easily, too . . . spreads far . . . covers solidly . . . wears for years.

30. This house is painted with Du Pont "40" Outside White, and the shutters in DULUX Trim and Shutter Paint—Dark Green.

Du Pont Exterior Paints may also be had in a wide range of beautiful, fade resistant colors.

End white-staining problems

on brick and masonry homes!

If your home has white-painted areas above brick or stone or color, you'll have no more white-staining worries if the white paint you use is Du Pont Two-Purpose House Paint. An intensely white paint, it is especially formulated for just this purpose. And if you want color, it can be tinted, too, to give you just the shade you want.

31. Whatever your type of house, you'll want DULUX Trim and Shutter Paint for your trim. Ends fading problems, resists mildew and fungus, stays bright and glossy for years! The shutters above are DULUX Trim and Shutter Paint — Dark Green.

cut repainting costs with

One-Coat

HOUSE PAINT

For a quick, one-coat job on your home, you'll want to use Du Pont One-Coat House Paint. Made for use on previously-painted wood surfaces that are in good condition, it has exceptional hiding power . . . spreads far . . . is easy to put on. It will give your home the sound protection it needs . . . keep it sparkling white for years.

32. DULUX Trim and Shutter Paint—Jade Green adds a charming accent to this house painted with Du Pont One-Coat House Paint.

in white and beautiful *Sunshine* colors

33. Colors shown here are: **on house:** Du Pont Cement and Stucco paint—Buff; **on shutters:** DULUX Trim and Shutter Paint—Maroon.

cement & stucco paint

For houses of brick, cement, stucco, or weathered asbestos shingles, you'll find the answer to enduring colors and lasting protection in Du Pont Cement and Stucco Paint. Fortified with Dulux resin. No messy mixing — it comes ready to use. Easy to put on, spreads far, covers solidly, protects your home for years.

DU PONT

COLOR HARMONY CHART

STARTING COLOR Rug • Floor • Furniture • Etc.	COLOR CONDITIONING Matching Colors in Flat Semi-Gloss and Gloss	AMERICANA COLORS In Flat and DUCO Semi-Gloss	DUCO® Semi-Gloss Enamel	FLOW KOTE® Rubber-Base Wall Paint	DUCO® Gloss Enamel	accent colors
in harmony **BLUE** in contrast	LIGHT BLUE CANDY PINK	YORKTOWN BLUE ELDORADO YELLOW	CANDLELIGHT IVORY DESERT ROSE	DRIFTWOOD GRAY HARMONY PINK	POWDER BLUE CROCUS YELLOW	light blue deep blue gray ivory pink gold yellow coral
in harmony **TURQUOISE** in contrast	IVORY PEACH	MAYFLOWER BLUE 1 PART CHEROKEE RED 1 PART BLENDING WHITE	DRIFTWOOD GRAY MOCHA TAN	VISTA BLUE DESERT ROSE	FRENCH BLUE MAPLE	aqua gray turquoise ivory coral red yellow burgundy
in harmony **GRAY** in contrast	SUNLIGHT BLUE HAZE	LAFAYETTE RED POCAHONTAS GREEN	HARMONY PINK BLUE SPRUCE	PANAMA GREEN MOSS GREEN	HUNTER GREEN CHINESE RED	yellow emerald green pink chartreuse red blue coral turquoise
in harmony **BEIGE or TAN** in contrast	IVORY AQUA GREEN	1 PART ELDORADO YELLOW 1 PART BLENDING WHITE MAYFLOWER BLUE	MOCHA TAN MOSS GREEN	CHOCOLATE VISTA BLUE	CREAM HUNTER GREEN	ivory coral brown tan deep green chartreuse turquoise purple
in harmony **DEEP GREEN** in contrast	LIGHT GREEN PEACH	POCAHONTAS GREEN ELDORADO YELLOW	MOSS GREEN HARMONY PINK	DRIFTWOOD GRAY BEIGE	LIGHT IVORY MAIZE TAN	chartreuse white gold tan pink gray coral orchid

tells you "what goes with what"

Selecting the right colors to blend with your furnishings is the primary step in the tasteful decoration of your home. This chart will help you in choosing color schemes that will provide backgrounds for gracious living in every room.

STARTING COLOR Rug • Floor • Furniture • Etc.	COLOR CONDITIONING Matching Colors in Flat Semi-Gloss and Gloss	AMERICANA COLORS in Flat and DUCO Semi-Gloss	DUCO® Semi-Gloss Enamel	FLOW KOTE® Rubber-Base Wall Paint	DUCO® Gloss Enamel	accent colors
in harmony **MEDIUM GREEN** in contrast	DUSK GREEN TERRA COTTA	LEXINGTON GREEN CHEROKEE RED	DRIFTWOOD GRAY MOCHA TAN	FIESTA YELLOW CHOCOLATE	JADE GREEN RICH RED	light green ivory deep green yellow burgundy rose brown purple
in harmony **BROWN** in contrast	PEACH SYLVAN GREEN	1 PART CHEROKEE RED 3 PARTS ELDORADO YELLOW 1 PART ELDORADO YELLOW 1 PART POCAHONTAS GREEN	BEIGE WINTERGREEN	MISSION IVORY BELLFLOWER BLUE	CROCUS YELLOW JADE GREEN	tan coral yellow ivory light green chartreuse aqua orchid
in harmony **WINE or BURGUNDY** in contrast	CANDY PINK BLUE HAZE	1 PART LAFAYETTE RED 1 PART CHEROKEE RED 1 PART POCAHONTAS GREEN 1 PART BLENDING WHITE	CANDLELIGHT IVORY WINTERGREEN	DESERT ROSE BELLFLOWER BLUE	PEARL GRAY FRENCH BLUE	pink rose ivory gray chartreuse light blue gold turquoise
in harmony **ROSE** in contrast	IVORY AQUA GREEN	1 PART REVERE GRAY 3 PARTS BLENDING WHITE YORKTOWN BLUE	DESERT ROSE PERIWINKLE BLUE	BEIGE ASPEN GREEN	CREAM BERMUDA BLUE	ivory pink rose burgundy emerald green blue aqua gold
in harmony **RED** in contrast	GUARDS GRAY LIGHT BLUE	1 PART CHEROKEE RED 3 PARTS BLENDING WHITE REVERE GRAY	BEIGE ASPEN GREEN	MISSION IVORY FIESTA YELLOW	SHELL PINK NASSAU GREEN	white pink yellow gold deep blue gray deep green aqua

Say goodby to annoying paint odors...

with

DU PONT

REG. U. S. PAT. OFF.

ODORLESS PAINTS

"Duco" Gloss & Semi-Gloss Enamel
Color Conditioning Finishes in Flat and "Dulux" Gloss & Semi-Gloss Enamels
"Dulux" Super-white Enamel
"Dulux" Refrigerator White Enamel
"Ovalite" Enamel Undercoat
Primer-Sealer
Town & Country Alkyd Flat White
Sealer-Coater
"Flow Kote" Rubber-Base Wall Paint

Now you can paint indoors in any season without annoying odors, thanks to the new Du Pont odorless paints! The development of odorless solvents, plus the applied research of Du Pont paint chemists, have made it possible to offer you finishes that have no smell during application. (A faint resin odor may be noticed in the final drying stages — but you can walk into a room blindfolded and not know that painting is going on.)

Those Du Pont finishes that are now odorless are listed at the left . . . and continuing research may add still others soon.

Whatever you want to paint your DU PONT paint dealer

can give you sound and helpful advice

Here are some of the free "How To Do It" Painting booklets that you can get from your Du Pont Paint Dealer. They'll make every paint job a perfect job. Ask for them!

YOUR DU PONT PAINT DEALER can be a wise counsellor and constant friend in helping you bring new beauty to your home. He's ever ready to give you sound advice on any painting problem, or to recommend a reliable painting contractor for those bigger jobs that require the professional touch.

DUPONT

REG. U. S. PAT. OFF.

PAINTS

chemically engineered to do the job better

Better Things for Better Living . . . through Chemistry

A-7371c

PRINTED IN U.S.A.